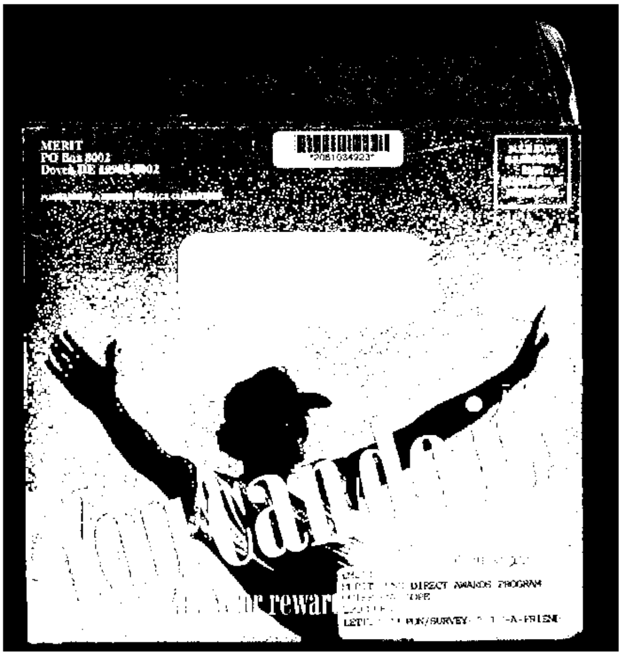


MERIT
PO Box 8002
Dover, DE [illegible]

2061034923

can do
r reward

DIRECT AWARDS PROGRAM
PON/SURVEY -A-FRIEND

BUSINESS REPLY MAIL
THIRD CLASS PERMIT NO. 28 SMITHTOWN, NY

POSTAGE WILL BE PAID BY ADDRESSEE
MERIT SURVEY
PO BOX 13177
HAUPPAUGE NY 11788-9925

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

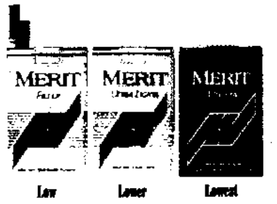
BUSINESS REPLY MAIL
THIRD CLASS PERMIT NO. 28 SMITHTOWN, NY

POSTAGE WILL BE PAID BY ADDRESSEE
MERIT REFER-A-FRIEND
PO BOX 13127
HAUPPAUGE NY 11788-9924

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

P0001789

"2061034924"



MERIT

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Ultima: Kings 1 mg "tar," 0.1 mg nicotine—Ultra Lights: Kings 5 mg "tar," 0.4 mg nicotine—Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

P0001790

$1.00 Off Merit!

any style carton or 4 packs.

© Philip Morris Inc. 1994

[illegible]

03182

$2.00 Off Merit!

any style carton.

© Philip Morris Inc. 1994

[illegible]

03181

MERIT AWARDS

AAA01AAAAAAAAAAA 8012-A
Sample A. Sample
1234 Any Street
Anytown, OH 12345

[illegible]

Dear Sample.

You can do it! You can switch down to lower tar and still get satisfying taste. Because you've got Merit. And we'd like to reward you for making the switch.

That's why we created Merit Awards. These are quality items designed with you in mind. Merit Awards are something special we can give to you, to show you how valuable you are to us.

There's the unique Merit Picnic Backpack: small enough to sling over your shoulder, yet it carries everything you need to set up a picnic for two. Or choose the Merit Umbrella, with its distinctive canopy design. Or the soft, comfortable 100% wool Merit Blanket. You can also order all three.

You can't buy these items anywhere, yet they can all be yours free with UPCs off your Merit packs. So enjoy your fine cigarettes, and look forward to enjoying your Merit Awards.

Yours,

Norma Suter
Norma Suter
MERIT

P.S. Also, please accept the coupons attached to this letter. It's just one more way of saying thanks to you. And a great way to get you started toward your Merit Awards.

P0001797

MANUFACTURER'S COUPON
$1.00 Off Merit!
any style carton of 1 packs
MERIT
222012222222222

MANUFACTURER'S COUPON
$2.00 Off Merit!
MERIT
333013333333333

MERIT SURVEY

We'd like to get to know you better! Please take a moment and send us the latest news about yourself. Fold, seal, and mail before 9/30/94.

4440144444444444 8012-A
Sample A. Sample
1234 Any Street
Anytown, OH 12345

Please make any address corrections below.
☐ Mr. ☐ Mrs. ☐ Ms. ______
Address ______
City ______ State ____ ZIP ______
Phone (   ) ______ ☐ Male ☐ Female

By responding to the following survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

SIGNATURE (required) ______ BIRTH DATE (required) ___/___/___
Month Day Year

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?
______
Brand name

2a. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

2b. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

2c. Is your regular brand...? (Check one.)
☐ Full Flavor ☐ Light/Mild ☐ Lowest/1 mg Tar
☐ Medium ☐ Ultra/Extra Low Tar

2d. Do you usually buy it by the...?
☐ Pack ☐ Carton ☐ Both Ways

3. How long have you smoked this brand?
☐ Less than 1 year ☐ 2 to 3 years ☐ Over 5 years
☐ 1 to 2 years ☐ 3 to 5 years

4. The next time you go to the store, if your regular brand were not available, what would you do...? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

5. What, if any, was your previous brand?
______
Brand name

6. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below.)
☐ I use almost any cigarette coupon I get.
☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand.
☐ I only use coupons if they are for my regular brand.
☐ I never use coupons to buy cigarettes.

7. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

	Frequently	Occasionally	Never
I look for special offers for my regular brand.	☐	☐	☐
I take advantage of special offers for brands other than my regular brand.	☐	☐	☐

8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton=10 packs.)
Brand Name ______ # of Packs ______
Brand Name ______ # of Packs ______
Brand Name ______ # of Packs ______

9. Which other brands would you consider buying? (Check all that apply.)
☐ Alpine
☐ Basic
☐ Benson & Hedges
☐ Best Buy
☐ Best Value
☐ Bristol
☐ Cambridge
☐ Camel
☐ Capri
☐ Carlton
☐ Doral
☐ GPC
☐ Kent
☐ Kool
☐ Marlboro
☐ Merit
☐ Misty
☐ Monarch
☐ Montclair
☐ Newport
☐ Now
☐ Parliament
☐ Salem
☐ Store Brand/Generic
☐ Other ______
☐ True
☐ Vantage
☐ Virginia Slims
☐ Winston
☐ None

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MERIT REFER-A-FRIEND

P0001788

If you have a friend who is a smoker 21 years of age or older, please have them fill out the bottom portion, fold, seal, and mail before 9/30/94. That way they may be eligible to receive future Merit mailings.

☐ Mr./☐ Ms./☐ Mrs. ______ ☐ Male ☐ Female
Address ______ Apt. # ______
City ______ State ____ ZIP ______ Phone (   ) ______

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SIGNATURE (required) ______ BIRTH DATE (required) ___/___/___
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2d. Do you usually buy it by the...?
☐ Pack ☐ Carton ☐ Both Ways

3. How long have you smoked this brand?
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☐ 1 to 2 years ☐ 3 to 5 years

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☐ Buy a different brand entirely.

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☐ Basic
☐ Benson & Hedges
☐ Best Buy
☐ Best Value
☐ Bristol
☐ Cambridge
☐ Camel
☐ Capri
☐ Carlton
☐ Doral
☐ GPC
☐ Kent
☐ Kool
☐ Marlboro
☐ Merit
☐ Misty
☐ Monarch
☐ Montclair
☐ Newport
☐ Now
☐ Parliament
☐ Salem
☐ Store Brand/Generic
☐ Other ______
☐ True
☐ Vantage
☐ Virginia Slims
☐ Winston
☐ None

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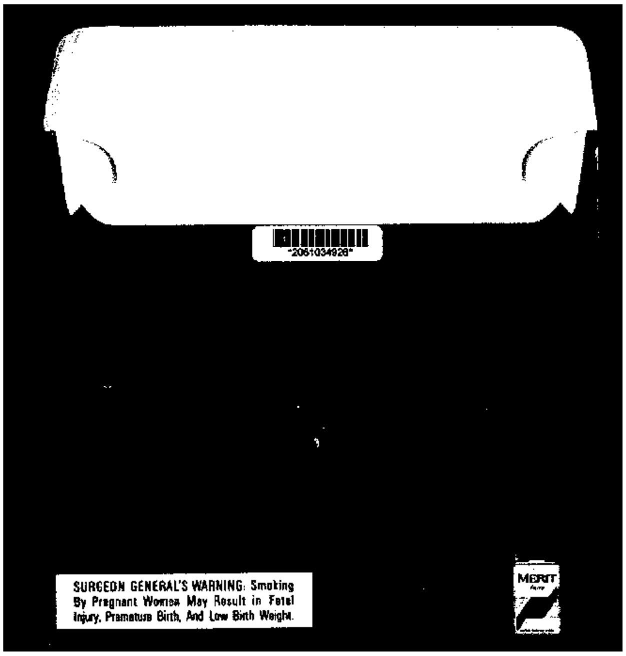

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